

I CLAIM:

1. A strategic business method for financial institutions, comprising:
 - establishing a strategic metric;
 - setting measurable goals using the established strategic metric;
 - communicating the goals effectively; and
 - measuring and reporting progress in reaching the goals.
2. A strategic business tool for financial institutions, comprising:
 - structure for establishing a strategic metric;
 - structure for setting measurable goals using the established strategic metric;
 - structure for communicating the goals effectively; and
 - structure for measuring and reporting progress in reaching the goals.